Office of Public Affairs

February 17, 2010
Office of Public Affairs

Presented to: NASA Advisory Council
Presented by: Morrie Goodman

Current Challenges

- Budget Rollout

- New path forward

- Congressional hearings

- End of Shuttle program

- Post Shuttle program

- Summer of Innovation

- Integrating new program/communications initiatives

Agenda

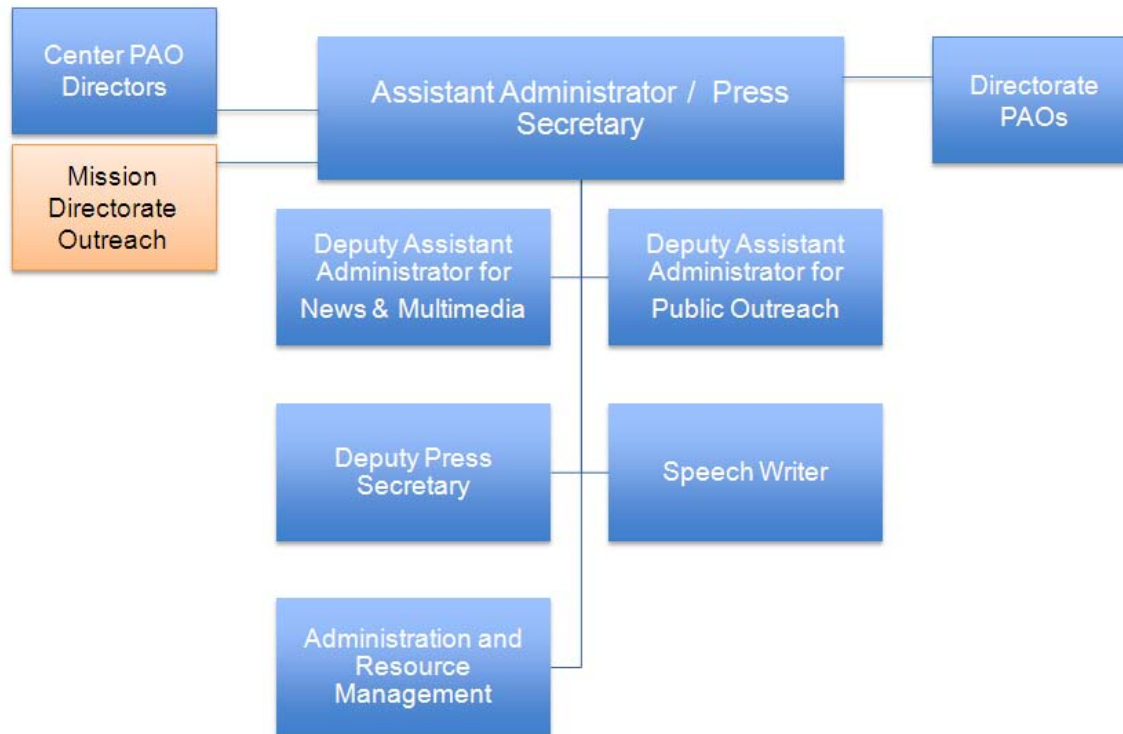**1. Organizational Structure**

5. Conclusion

2. Communications Policy

3. Public Outreach

4. News and Multimedia

Organizational Structure

Major Divisions

News and Multimedia

News Services
Public Affairs Officers
Multimedia
      Internet
      Television
      Radio
      Documentary
      Entertainment
Branding
Photography
Internal Comm
FOIA

Public Outreach

Strategic Alliances
Market Research
Outreach Events
Speakers Bureau
Exhibits
History
Industry, Prof Soc & Advocacy Gp Affairs
Guest Operations
Communications Coordinating Committee
NAC Support – EO Cmt
Partici Explor Wrk Gp

Communications Policy

- Released in March 2006
  - Prominently placed on Internet and Intranet sites
    - http://www.nasa.gov/formedia
    - http://insidenasa.nasa.gov
  - Subject of two GAO reports
    - Identified as a model for federal agencies

Text Size Average Rating: 3.4 / 5 (153 ratings) ★★★★☆

NASA Policy on the Release of Information to News and Information Media   03.30.06

Scope.

This directive sets forth policy governing the release of public information, which is defined as information in any form provided to news and information media, especially information that has the potential to generate significant media, or public interest or inquiry. Examples include, but are not limited to, press releases, media advisories, news features, and web postings. Not included under this definition are scientific and technical reports, web postings designed for technical or scientific interchange, and technical information presented at professional meetings or in professional journals.

Applicability.

(a) This policy applies to NASA Headquarters, NASA Centers, and Component Facilities.

(b) In the event of any conflict between this policy and any other NASA policy, directive, or regulation, this policy shall govern and supersede any previous issuance or directive.

Principles.

(a) NASA, a scientific and technical agency, is committed to a culture of openness with the media and public that values the free exchange of ideas, data, and information as part of scientific and technical inquiry. Scientific and technical information from or about Agency programs and projects will be accurate and unfiltered.

(b) Consistent with NASA statutory responsibility, NASA will "provide for the widest practicable and appropriate dissemination of information concerning its activities and the results thereof." Release of public information concerning NASA activities and the results of NASA activities will be made promptly, factually, and completely.

(c) To ensure timely release of information, NASA will endeavor to ensure cooperation and coordination among the Agency's scientific, engineering, and public affairs communities.

(d) In keeping with the desire for a culture of openness, NASA employees may, consistent with this policy, speak to the press and the public about their work.

(e) This policy does not authorize or require disclosure of information that is exempt from disclosure under the Freedom of Information Act (5 U.S.C. § 552) or otherwise restricted by statute, regulation, Executive Order, or other Executive Branch policy or NASA policy (e.g., OMB Circulars, NASA Policy Directives). Examples of information not releasable under this policy include, without limitation, information that is, or is marked as, classified information, procurement sensitive information, information subject to the Privacy Act, other sensitive but unclassified information, and information subject to privilege, such as pre-decisional information or attorney-client communications.

Responsibilities.

(a) The Assistant Administrator for Public Affairs is responsible for developing a communications program, establishing Agency public affairs policies and prior performance of all Agency public affairs activities. The Assistant Administrator will develop criteria to identify which news releases and other types of public information will be issued nationwide by NASA Headquarters. Decisions to release public information nationwide by NASA Headquarters will be made by the Assistant Administrator for Public Affairs or his/her designee.

NASA
Communication Policy

Communications Policy

- Currently being updated to address
  - Social media
  - Public outreach
  - Need for better coordination of news and information release
  - Public speaking engagements

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NASA Communication Policy

Key objectives for the Office of Communications

- Find new and creative ways to engage and inspire the public.

- Develop new audiences beyond the space community.

- Develop new and innovative methods for communicating .

- Develop and implement ways of overcoming obstacles to
- improving programming of NASA TV.

- Promote NASA leadership. Indelible new faces of NASA.

Public Outreach

Public Outreach

Strategic Alliances
Market Research
Outreach Events
Speakers Bureau
Exhibits
History
Industry, Prof Soc & Advocacy Gp Affairs
Guest Operations
Communications Coordinating Committee
NAC Support – EO Cmt
Partici Explor Wrk Gp

- Strategic Alliance
  - Seek alliances to demonstrate NASA relevance
  - Examples: NASA Images; Lecture Series
- Market Research
  - Opinion Polls & Focus Groups
  - Future Forums
- Outreach Events
  - NASA 50th Anniversary
  - Apollo 40th Anniversary
  - Folk Life Festival

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Public Outreach(cont.)

- **Speakers Bureau**
  - Manage speaker requests
  - Recruit, support, & prepare speakers
- **Exhibits**
  - Coordinate Agency-wide exhibits & artifacts
  - Coordinate NASA Visitor Centers
- **History Office (Realigned from External Relations)**
  - Coordinate Agency-wide history program
  - Manage publications program

Public Outreach

Public Outreach*(cont.)*

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Public Outreach

Public Outreach *(cont.)*

Strategic Alliances

Market Research

Outreach Events

Speakers Bureau

Exhibits

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Partici Explor Wrk Gp

- Industry, Professional Society, & Advocacy Group Affairs
  - Serve as point of contact
  - Communicate Agency Programs & Messages
  - Manage Validator List
- Guest Operations
  - Serve as Protocol Office
  - Manage guest operations for launches
  - Manage guest operations for special events
  - Astronaut Appearances

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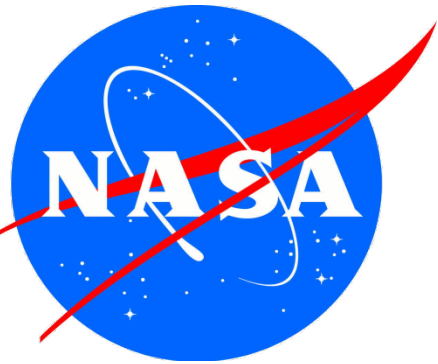**Partici Explor Wrk Gp**

Public Outreach(cont.)

- **Communications Coordinating Committee**
  - **Provide Executive Secretary support for Agency-wide Committee**
  - **Report through Deputy Administrator to Strategic Management Council**
- **NAC – Education and Public Outreach**
  - **Provide Executive Secretary support for NAC Subcommittee**
- **Participatory Exploration Working Group**
  - **Chair new Working Group to develop Agency-wide plan**

- Key Challenges for Public Outreach
  - Maintain consistent and approved messaging across Mission Directorates, Mission Support Offices, and Field Center
  - Maintain consistent and approved messaging within all Agency publications, exhibits, and public pronouncements
  - Develop Agency-wide priorities for outreach investments
  - Create awareness among senior management that communications goals are equivalent to technical and institutional goals
  - Develop metrics for all outreach activities

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